

# Brand Guidelines

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# Table of Contents

**A Note from Kim McCoy Wade.....3**

**Introducing the New CalFresh Family of Brands.....4**

Why We Redesigned The Brands.....6

**What are Brand Guidelines?.....7**

Why Brands and Consistency Matter.....8

**ADA Compliance and Accessibility.....9**

CDSS Accessibility Standards.....10

**CalFresh Food.....11**

Meaning of Our Name.....12

Brand Mission.....12

Brand Personality.....13

Brand Values.....13

**Visual Identity.....14**

Logo Usage.....15

Color Palette.....19

Typography.....21

Stock Photo Recommendations.....23

**Co-Branding Guidelines.....24**

Correct Usage.....25

Co-Branding: Parent Agency Examples.....26

Co-Branding: Local Implementing Agency Examples.....26

Incorrect Usage.....27

# A Note from **Kim McCoy Wade**, **Our Chief, CalFresh and Nutrition Branch**

**Better access to better food for better living**—this is California's shared vision for all people in our state. A central part of achieving the California vision is our CalFresh program, which provides food benefits to people with low incomes for use at grocery stores and farmers markets. However, not all Californians know about CalFresh or what a positive difference it can provide for family nutrition, stability, health, workforce development, and disaster response. Millions of Californians are eligible for CalFresh programs, but do not yet participate. That's why we are "refreshing" how we communicate about CalFresh.

Inside this document you will find guidelines and examples that will establish how to consistently represent and use the brands, and help tell our CalFresh United story.

By adopting these unified messages and materials, together, we will achieve our vision for all California families and communities to be healthy, active and nourished.

**Kim McCoy Wade**

*Chief, CalFresh and Nutrition Branch*

*California Department of Social Services*



# Introducing the United CalFresh Family of Brands

CalFresh supports our eligible residents in so many ways. For those eligible, it is providing food assistance, workforce development, nutrition education to encourage healthy living, and assistance in times of disaster. Our services support many of the same populations, but the way we communicate about these services is not cohesive. Moving forward, we will adopt a unified front for all SNAP-funded services, bringing clarity to what these services offer and to whom they support.

Introducing the new CalFresh family of brands, the new faces of CalFresh food assistance, SNAP-Ed, Employment & Training, and CalFresh Disaster. United under the single program name, CalFresh, each of these important services will have a name and logo that clearly connects it to the other CalFresh services, and plainly communicates the support it can provide. The purpose is to help eligible Californians understand what support is available to them, and to raise the profile of the important impact that each of these services has in each of our 58 counties.







CalFresh is the overarching identity to a family of brands that represent how we deliver services that support Californians:

- CalFresh Food (commonly referred to as SNAP, CalFresh or CalFresh food assistance);
- CalFresh Healthy Living (commonly referred to as SNAP-Ed). This brand provides nutrition and physical activity education. It supports our audience by communicating how to make smarter food choices and be more active;
- CalFresh Employment & Training (this service name will remain the same, and works to increase employment and earning capacity of CalFresh recipients by providing more CalFresh recipients with access to supportive servivces, skills and credentialing;
- CalFresh Disaster Response (commonly referred to as CalFresh Disaster, this service provides food assistance during disasters in California).

CalFresh and its family of brands communicates our mission of supporting a California where everyone is healthy, active, and well nourished. While this rebranding in no way impacts the strategies and priorities of each of these services, it is intended to raise the profile and elevate the ongoing success of each of these important services.

## Why We **Redesigned the Brands**

SNAP services in California consist of diverse programs and strategies, including benefits, training, social marketing campaigns, nutrition education classes, and initiatives to improve policies, systems, and the environment. Most of these programs use a mix of brands and logos that lack a unified message for California. We realized that connecting all CalFresh services (food, education, disaster response, and employment and training) would support a cohesive experience for our audience, and ultimately increase participation across programs and services provided. The CalFresh brand family will deliver this experience for our audience.

Each service has received its own brand identity, including a logo that incorporates the newly redesigned CalFresh logo and a unique name with a color that distinguishes each service. CalFresh services will have a consistent look, but be individually recognizable by the unique name and color for each service.

# What Are Brand Guidelines?

Brand guidelines, also known as brand standards, style guide or brand book are a set of rules that explain how a new brand works. How we use the brand's elements will optimize recognition and build credibility over time. These brand guidelines will not only include visual guidelines (such as logo usage, color palette, and typography) but also the brand mission, voice, imagery, and more. Brand guidelines establish how to consistently represent the brand, including the way the brand looks, and how we speak about the brand and tell our brand story.



## Use the following guidelines to:

- Design branded materials (e.g., brochures, flyers, newsletters).
- Work with another partner to create branded materials.
- Work with a printer or print shop.
- Train current and new employees.

Our new brands and their materials go beyond just a logo or name. CalFresh and its family of brands is represented in everything we do across all environments. By implementing brand guidelines, you make it easier to maintain the quality and integrity of the CalFresh brand image.

Every time our audience visits one of our offices, gets a recipe card, participates in a class, uses a food bank, or simply talks to one of our employees, they interact with the CalFresh brand. A consistent brand message is critical to making CalFresh recognizable, reliable, and trustworthy.

## Why Brands **and Consistency Matter**

Delivering a brand that audiences connect to, recognize, and trust increases their openness and desire to participate in more of our brand's activities. Participation could mean trying a service or a new recipe, visiting a local farmers market, or visiting our website to check on eligibility for benefits.

The more consistent our brand is, the more reliable and trustworthy our brand becomes. When a brand is trusted, it reduces barriers that may prevent our audience from trying new services. Creating a trusted and reliable brand increases the likelihood our audience will try, use, or be open to using CalFresh services. Through consistent brand use and communication practices, we will create a cohesive experience that reinforces the values and purpose of CalFresh and increases participation across the state of California.



# ADA Compliance and Accessibility

All CalFresh materials must be ADA Compliant. If you will be posting a downloadable document on a public-facing website, the website must follow Web Content Accessibility Guidelines (WCAG 2.0 AA).

Check within your department for assistance for ADA compliance to ensure documents shared on your website meet these requirements.





## CDSS Documents **Accessibility Standards**

All CalFresh documents, handouts, flyers, and other communications should follow the California Department of Social Services (CDSS) Document Accessibility Standards. Detailed instructions and guidelines can be found at **[calfreshhealthyliving.org/partnerresources](http://calfreshhealthyliving.org/partnerresources)**.

In general, documents should adhere to the following standards:

- General Document Standards must be applied to documents of all file formats (e.g., Word, Excel, PowerPoint, PDF, etc.). Font size should be a minimum of 12 point for written communications. However, 11 point is permitted if it allows a document to fit on one page.
- Do not justify text (aligned on both the left and right margins).
- Black text on a white background is the standard color combination for printed documents. However, other colors may be used if they provide the proper contrast.
- For all CalFresh brands, we recommend using the darker colors (dark green, burgundy, purple, or blue) for any accent colors in documents.
- For Powerpoint documents, CDSS recommends fonts be no smaller than 24 point, and that the General Document Standards for font and color are kept in mind when designing a PowerPoint presentation.



# CalFresh **Food**

CalFresh Food is the new name for CalFresh, known federally as the Supplemental Nutrition Assistance Program or SNAP. CalFresh Food provides monthly food assistance to individuals and families with low incomes, and provides economic benefits to communities. By updating the name to CalFresh Food, we hope to more clearly communicate what this CalFresh service provides in order to help our audience understand what is available to them: benefits that stretch food budgets, allowing individuals and families to afford nutritious food, including more fruits and vegetables.





## Meaning of **Our Name**

CalFresh Food describes our goal for the audiences we serve: benefits that stretch food budgets for families each month.

The text for CalFresh is bolder, while keeping it friendly. “Fresh” purposely stands out more than “Cal” since that word is most appealing to our audience. “Cal” remains as a way to distinguish our state’s service and overall California pride. The vine of fruit in the middle of the logo represent California-grown fruits and vegetables.

## Brand **Mission**

CalFresh Food supports a California where everyone is healthy, active, and nourished. CalFresh Food empowers low-income California families to make informed choices about nutrition and physical activity. The brand teaches families about good nutrition and how to stretch their food dollars, and also builds partnerships in communities that make the healthy choice, the easy choice.

# Brand Personality

CalFresh Food focuses on providing food benefits in a clear, friendly, and relatable manner. We want our audience to learn how to stretch their food budgets and change shopping behaviors in order to improve their overall health.

Our brand personality is helpful, supportive, encouraging, and inspirational. CalFresh Food is like that friend who inspires and supports us to achieve our goals in a positive way.

# Brand Values

Brand values are the guiding principles that represent what CalFresh Food stands for, and are the driving force behind all of our communications, decisions, and relationships with our audience and partners.

Our brand values should be part of every aspect of our organization and serve as standards of behavior that keep our organization and its partners moving in the right direction.

Brand values for CalFresh Food are:

**Inclusion:** We serve and include all Californians and we include our partners in all that we do.

**Passion:** We bring our commitment and dedication to the audience we serve and to all our work.

**Innovation:** We look for and provide new methods and approaches to better serve our audiences.

**Collaboration:** The entire CalFresh community works together to create services and programs that support healthier living among the audiences we serve.



# Visual Identity





## Logo

The CalFresh Food logo is the most visible element of the brand's visual identity. The logo serves as the universal signature across all media and communications. The CalFresh Food name and logo are powerful assets. Correct and consistent use is vital to building and maintaining brand strength.



## Logo Clearspace

The logo should be surrounded by sufficient clearspace—free of type, graphics, and other visual elements—to maximize impact and to ensure that the CalFresh Food brand is visible on all applications. Use 10% of the logo width as a guide for the appropriate amount of free space based on the size of the logo you are using.



## Logo Sizing

There is no predetermined size for the CalFresh Food logo. Scale and proportion should be determined by the available space, design, medium, and visibility. In print the minimum size is .8". There is no present maximum size for the logo.

Never use a pixelated version of the logo. Pixelation occurs when a small logo and is resized larger than its original file size. If you need a larger logo, please request a higher resolution file from [support@calfreshunited.com](mailto:support@calfreshunited.com).



# Logo Incorrect Usage

Never modify the CalFresh Healthy Living logo. The examples below represent possible misuse of the CalFresh Healthy Living logo and should be avoided on all branded documents and materials.



*Do not mix and match colors in the logo*



*Do not use colors outside of the approved palette*



*Do not add logos or any other additional elements to the logo*



*Do not create outline version of the logo*



*Do not rotate the logo in any direction*



*Do not skew, stretch or change the ratio of the logo in any way*



*Do not resize any elements of the logo*



*Do not move or rearrange any elements of the logo*



## Logo Color: **Full Color**

The full color logo should be used whenever possible. It should be used on a white background. Use the full color logo with the white stroke when the logo needs to be placed on one of the brand colors or over an image.



## Logo Color: **One Color**

When a one color logo is required, the logotype must be either black or white and must be set at 100% opacity.









# Primary Color Palette







This is the primary color palette for all CalFresh Food communications. Burgundy and either green should be prioritized with the remaining three colors used more sparingly. In addition to these primary colors, each partner can select several individual accent colors or choose a color grouping from the accent palette (see next page).

Each color should be applied at 100% tint to preserve the impact and strength. The primary colors should be featured in all media, including outreach materials, educational materials, branded gear, digital, and social media.

## Primary Colors

		
CMYK C22/M96/Y87/K13	CMYK C51/M0/Y100/K0	CMYK C86/M17/Y95/K3
RGB R175/G42/B48	RGB R139/G197/B63	RGB R0/G148/B77
HEX COLOR #AF2A30	HEX COLOR #8BC53F	HEX COLOR #00944D
		

## Secondary Colors

	CMYK: C100/M93/Y7/K1 RGB: R43/G56/B143 HEX COLOR: #2B388F	
	CMYK: C21/M99/Y97/K0 RGB: R236/G28/B36 HEX COLOR: #EC1C24	
	CMYK: C69/M100/Y/K1 RGB: R112/G43/B132 HEX COLOR: #702B84	

# Accent Color Palette

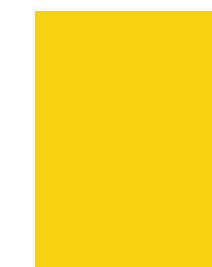
The accent palette provides a range of colors inspired by food, water, and the seasons, and harmonizes with the brand's primary color palette. The palettes harmonize with the brand's primary color palette. Selecting individual colors from this broad spectrum is acceptable. Partners can use the accent colors in addition to CalFresh Food's primary and secondary colors.

## Accent Colors

CMYK: C0/M59/Y71/K0  
RGB: R251/G134/B84  
HEX COLOR: #FB8654



CMYK: C4/M13/Y99/K0  
RGB: R248/G211/B17  
HEX COLOR: #F8D311



CMYK: C58/M0/Y31/K0  
RGB: R89/G207/B195  
HEX COLOR: #59CFC3



CMYK: C70/M29/Y16/K0  
RGB: R77/G150/B186  
HEX COLOR: #4D96BA



CMYK: C35/M93/Y80/K50  
RGB: R102/G26/B31  
HEX COLOR: #661A1F





## Typography: Standard Typeface

Typography is a significant part of the CalFresh Food visual identity. The typographic style and layout contributes to the overall visual experience.

The standard font is Arial. All headlines and titles should use the Bold typeface. Standard body copy is to use the Regular typeface. Text should always appear on a white, black, or single colored background.

All materials for the brand must use either the standard or brand font throughout.

### *Headline*

#### **Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

### *Body*

#### **Arial Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

## Typography: Brand Typeface

Raleway is the brand font. All headlines and titles should use the Bold typeface. Subheads should use the Semi Bold typeface. Standard body copy is to use the Regular typeface.

Raleway is available for free through Google Fonts.

Use the brand typeface whenever possible as it is the principal brand font. Use the standard typeface if you unable to download/install the brand typeface.

### *Headline*

## Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### *Subhead*

## Raleway Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### *Body*

## Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Stock Photo Recommendation

When it comes to imagery for CalFresh Food, use the photos provided in the CalFresh Healthy Living Toolkit. If stock must be used always use modern, organic looking photos and, whenever possible, subjects should be of diverse backgrounds that reflect the diversity of California's population. Avoid photos that appear staged, posed or otherwise not genuine.



*Use modern and lifestyle focused images*



*Use images with subjects of diverse background*



*Avoid overly staged photos*



# Co-Branding Guidelines



## Co-Branding

To maintain a uniform brand with all partners, the CalFresh Food logo can be used with another logo using a “logo lockup” with the partner brand. In a logo lockup, the CalFresh Food logo should be displayed to the left of the partner logo. The partner logo should not exceed the height of the dividing line in the lockup unless it is necessary for legibility. In some cases, multiple partner logos may be used as shown. The CalFresh Food logo should not be altered in any way to become part of the existing partner's brand logo. Logo clearspace rules still apply to logo lockups.



*CFF Logo left, County/City/Organization Logo right*



*CFF Logo left, County/City/Organization Logo right*



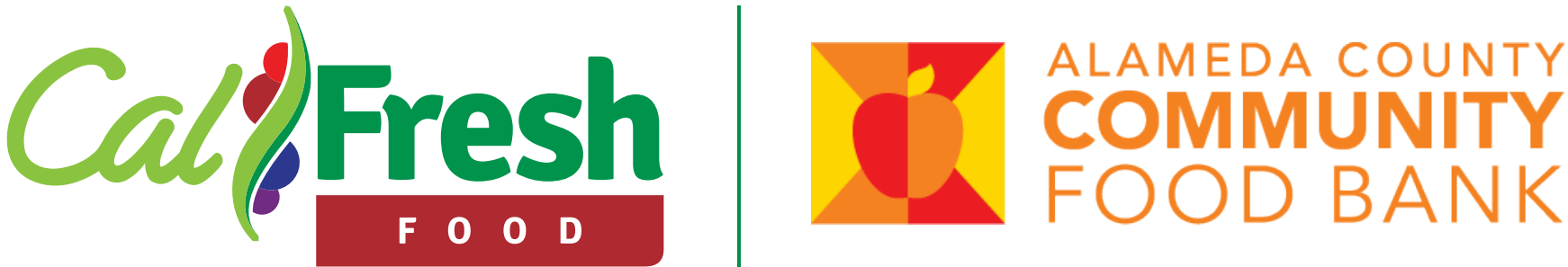
# Co-Branding: Parent Agencies and Local Implementing Agencies



CFF Logo left, County/City/Organization Logo right



CFF Logo left, County/City/Organization Logo right



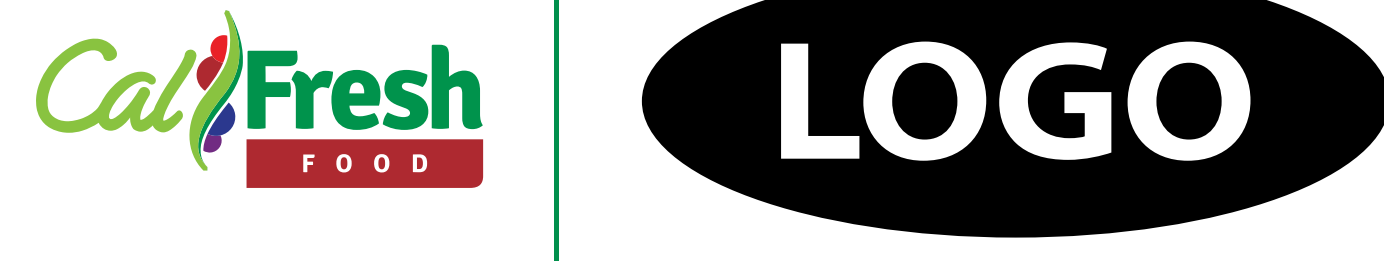
CFF Logo left, County/City/Organization Logo right

## Co-Branding **Incorrect Usage**

The examples provided represent possible misuse of the co-branded CalFresh Food logo and should be avoided on all branded documents and materials.



*Do not combine logos/elements*



*Do not scale logos disproportionately*



*Do not change the order of logos*